

**DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATION**

As below named inventors, we hereby declare that:

Our post office addresses and citizenships are as stated below next to our names.

We believe we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND SYSTEM FOR DYNAMIC DISPLAY OF MARKETING
CAMPAIGNS ON DISPLAY LOCATIONS VIA A NETWORK**

the specification of which is filed concurrently herewith.

We hereby state that we have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

We acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

We hereby claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign applications for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATIONS

PRIORITY CLAIMED

2,293,556	Canada	17/12/1999	X	
(Number)	(Country)	(Day/Month/Year)	Yes	No

We hereby claim the benefit under Title 35, United States Code, Section 120 of any United States applications listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

N/A
(Application Serial No.) (Filing Date) (Status) (Patented, pending, abandoned)

And we hereby appoint:

Straas & Halsey
700 Eleventh Street, N.W.
Suite 500
Washington, D.C., 20001
U.S.A.

Telephone: (202) 434-1500
Facsimile: (202) 434-1501

James D. Halsey, Jr., Reg. No. 22,729
David M. Pitcher, Reg. No. 25,908
John C. Garvey, Reg. No. 28,607
James H. Marsh, Jr., Reg. No. 24,533
Richard A. Gollhofer, Reg. No. 31,106
Paul F. Daehler, Reg. No. 33,852
Gene M. Garner, II, Reg. No. 34,172
Michael D. Stein, Reg. No. 37,240
Gerald P. Joyce, III, Reg. No. 37,646
Debra Kolt Stephens, Reg. No. P-38,211

Harry John Staas, Reg. No. 22,010
Gene W. Stockman, Reg. No. 21,021
J. Randall Beckers, Reg. No. 30,358
William F. Herbert, Reg. No. 31,024
Carla M. Krivak, Reg. No. 30,956
Mark J. Henry, Reg. No. 36,162
Ilene D. Altman, Reg. No. 36,371
Paul I. Kravetz, Reg. No. 35,230
Stephen W. Barnes, Reg. No. P-38,037
William M. Schentler, Reg. No. 35,348

as our attorneys, each with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected therewith.

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first inventor:

Tomasz Duczmal

Inventor's signature:



Date: March 23/2000

Citizenship: Canadian

Residence: 145 Glenashton Drive, Oakville, Ontario, L6H 6N2, Canada

Post Office Address:

Same as Residence Address Noted Above

David M. Roscoe

Inventor's signature:

Date: March 23/2000.

Citizenship: Canadian

Residence: 233 Linwood Crescent, Burlington, Ontario, L7L 3Z9, Canada

Post Office Address:

Same as Residence Address Noted Above